



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Confirmation No.: 4272

Bhavesh Mehta, et al.

Group Art Unit No.: 3622

Serial No.: 10/648,599

Examiner: Jeffrey D. Carlson

Filed on: August 25, 2003

For: SELECTING AMONG ADVERTISEMENTS COMPETING FOR A SLOT  
ASSOCIATED WITH ELECTRONIC CONTENT DELIVERED OVER A NETWORK

**Mail Stop Amendment**  
 Commissioner for Patents  
 P. O. Box 1450  
 Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE TRANSMITTAL**

Sir:

Transmitted herewith is an Amendment and Response for the above-identified application.

- No additional fee is required.
- Return Receipt Postcard.

The fee has been calculated as shown below:

	NO. OF CLAIMS	HIGHEST PREVIOUSLY PAID FOR	EXTRA CLAIMS	RATE	FEE
Total Claims	9	20	0	\$50.00 =	\$0.00
Independent Claims	2	3	0	\$200.00 =	\$0.00
Multiple claims newly presented				\$0.00	
Fee for extension of time				\$0.00	
TOTAL FEE DUE					\$0.00

The Commissioner is hereby authorized to charge payment of any additional fees associated with this communication or credit any overpayment, to Deposit Account No. 50-1302.

Respectfully submitted,  
HICKMAN PALERMO TRUONG & BECKER LLP



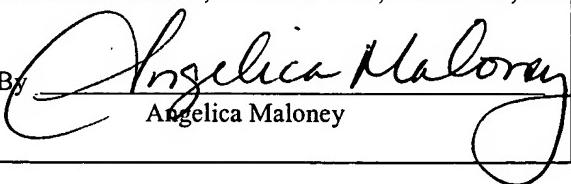
Christopher J. Brokaw  
Reg. No. 45,620  
Date: September 15, 2005

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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

On September 15, 2005 By



Angelica Maloney



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**AMENDMENT AND RESPONSE**

Sir:

This is in response to the Office Action mailed June 16, 2005, the shortened statutory period for which runs until September 16, 2005. Reconsideration of the patent application is respectfully requested in view of the amendments and remarks herein.

**Amendments to the Claims** begin on page 2.

**Remarks** begin on page 5.